

Message Text

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E.O. 11652: N/A
TAGS: SGEN SOPN EINV NS
SUBJ: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 51579

1. ALTHOUGH THERE ARE SEVERAL MULTINATIONALS OPERATING IN SURINAM, FAR AND AWAY THE MOST IMPORTANT ARE THE TWO BAUXITE MINING AND PROCESSING COMPANIES, THE SURINAME ALUMINUM COMPANY (A WHOLLY-OWNED SUBSIDIARY OF ALCOA) AND THE BILLINTON COMPANY, OWNED BY ROYAL DUTCH SHELL. PART OF THE SECRET OF THE GENERALLY GOOD WORKING RELATIONSHIP WHICH EXIST BETWEEN THESE FIRMS AND THE GOVERNMENT AND PEOPLE OF SURINAM IS THEIR EFFORT TO DEMONSTRATE AND PROMOTE GOOD CORPORATE CITIZENSHIP. ASKED FOR ITS VIEWS, ONE OF THESE FIRMS POINTED OUT THAT ITS LEADING ROLE IN THE ECONOMY AND SOCIETY OF SURINAM ELICITS CALLS FOR ASSISTANCE FROM THE COMMUNITY ON PROJECTS WHICH WOULD OTHERWISE BE DIFFICULT OR IMPOSSIBLE TO REALIZE. THE FIRM ALSO HIGHLIGHTED THE FACT THAT SURINAM IS A DEVELOPING COUNTRY AND THE FIRM'S TASK IS TO CONTRIBUTE TO DEVELOPMENT, AN AREA IN WHICH THE FIRM INDICATES IT CAN ALWAYS BE CALLED UPON, ESPECIALLY IF THE PROJECTS ARE IN THE EDUCATIONAL FIELD.

2. THE EXAMPLES WHICH FOLLOW ARE A PARTIAL LIST PROVIDED
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BY ONE OF THE TWO BAUXITE COMPANIES. THOSE WHICH HAD SPECIFIC BENEFITS TO THE COMPANY ARE NOTED BUT TAKEN TOGETHER THEIR MAJOR BENEFIT WAS THEIR CONTRIBUTION TO THE CREATION AND MAINTENANCE OF A RESERVOIR OF GOOD WILL AND COOPERATION FROM THE SURINAM PUBLIC:

A. DAILY AND WEEKLY RADIO PROGRAMS WITH EMPHASIS ON

TRAFFIC SAFETY;

B. QUARTERLY MAGAZINE PROMOTING KNOWLEDGE ABOUT
SURINAM AND DISTRIBUTED FREE;

D. PARTICIPATION IN SURINAM TRADE FAIR SCHEDULED
ERRATICALLY BUT IN THEORY A BIENNIAL EVENT;

D. SPONSORSHIP OF ANNUAL CHESS TOURNAMENT FOR YOUTH;

E. CO SPONSORSHIP OF WORLD CUP SOCCER VIA TELEVISION;

F. SPONSORING OF 12TH WINTER OLYMPICS VIA TELEVISION;

G. SPONSORING OF 2ND INTERNATIONAL AIR EXHIBITION;

H. MINE AND PLANT TOURS FOR STUDENTS;

I. GRANT TO LOCAL SCHOOL TO REPLACE STOLEN HEARING AIDS;

J. DONATION TO LOCAL SOCCER ASSOCIATION FOR STADIUM
REPAIRS;

D. DONATION OF HEARSE TO INTERIOR DISTRICT COMMUNITY;

L REPAIR OF BRIDGE ON MAIN EAST-WEST HIGHWAY (ON
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ROAD TO ONE OF THE FIRM'S MINES;

M. REPAIR OF COOLING SYSTEM OF RED CROSS AMBULANCE;

N. DONATION TO SURINAM CULTURAL CENTER FOR BUILDING
OF LIBRARY;

O. SCHOLARSHIPS TO SURINAM STUDENTS TO STUDY AT A
U.S. UNIVERSITY;

P. REPAIR OF AIRSTRIP IN THE INTERIOR;

Q. LOAN OF CRANE TO LIFT AIRCONDITIONERS TO TOP OF
NEW TAX BUILDING;

R. SPONSORING OF TWO U.S. PROFESSORS TO ADVISE SURINAM
UNIVERSITY'S TECHNICAL FACULTY;

S. SUPPLY AND DISTRIBUTION OF WATER TO A LOCAL COMMUNITY;

5. ANNUAL SMALL DONATIONS TOTALING ABOUT \$14,000.
ZURHELLEN

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